

SPONSORSHIP OPPORTUNITY

OAKVILLE FAMILY

RIBFEST



June 26-28, 2026

Sheridan's Trafalgar Campus

1430 Trafalgar Rd, Oakville, ON L6H 2L1

oakvillefamilyribfest.com

WELCOME TO RIBFEST!

Become a part of the Oakville Family Ribfest Experience!

Elevate your brand's presence and connect with over **35,000** enthusiastic attendees at The Oakville Family Ribfest this year, held on **June 26th, 27th and 28th** at Sheridan's Trafalgar Road Campus. Be a strategic partner and sponsor of Oakville's favourite festival, and your business will enjoy unparalleled exposure both onsite and across various media platforms, maximizing your reach and impact!

The Oakville Trafalgar Rotary Club has proudly organized Ribfest since 2012. For the past four years, we have joined forces with the Lions Club of Oakville for an even bigger and better event!



ABOUT RIBFEST



A Message From The Oakville Trafalgar Rotary Club and The Lions Club of Oakville

A Community Tradition: Oakville Family Ribfest 2026

If you've walked through the gates of the Oakville Family Ribfest, you know the feeling: the smell of the BBQ, the live music, and thousands of neighbours coming together. It's easily the most fun we have all year—but for the Rotary and Lions Clubs, it's also the most important.

For 14 years, Ribfest has been our "flagship" for a reason. It is the engine that allows us to live out our favorite mottoes: for Rotarians, **"Help Us Help Others"** and **"Where there is a need, there is a Lion."**

Why your partnership matters right now: Charitable fundraising has become a challenge lately. Yet, Ribfest continues to be a game-changer. Because of sponsors like you, we aren't just hosting a party; we are:

- Putting food on local tables for families in need.
- Providing the tools for a child to learn to read.
- Ensuring students have the resources to finish their degrees.
- Supporting global efforts to eradicate disease.

With Rotary and Lions Clubs working together, we have doubled our impact, but we can't keep the momentum going alone. We want you to be part of this success.

Let's do some good (and have fun doing it!) We believe that service should be a joy. When you sponsor Ribfest, you're joining a community of people who believe that we can change lives and serve up serious impact—with a side of BBQ.

We would love to have you on board this year to help make this the biggest Ribfest yet. Thank you for your continued heart for this community—we truly couldn't do this without you.

Warmly,

Emilio DeLuca, President, Oakville Lions Club

Dianna Dinevski, President, Rotary Club Oakville Trafalgar

WHY BECOME A SPONSOR?



Let Your Brand Sizzle Alongside The Best Ribs In Town!

Community Leadership

Demonstrate your support for the community by sponsoring the Ribfest and positioning your brand amongst our other valued sponsors. Our event provides a platform for meaningful interaction with families, businesses, entrepreneurs, and local leaders, fostering connections that enhance your reputation as a socially conscious corporation.

Reach New Audiences With Social Media

Maximize your brand's exposure by reaching new audiences through our social media promotions and promoting your products and services before and during the event. Your company logo will be displayed on our social media, and your company web link on our website will attract new audiences.

Corporate Entertaining

Treat your clients and employees to the exclusive VIP tent and enjoy the food and entertainment.

Media Coverage

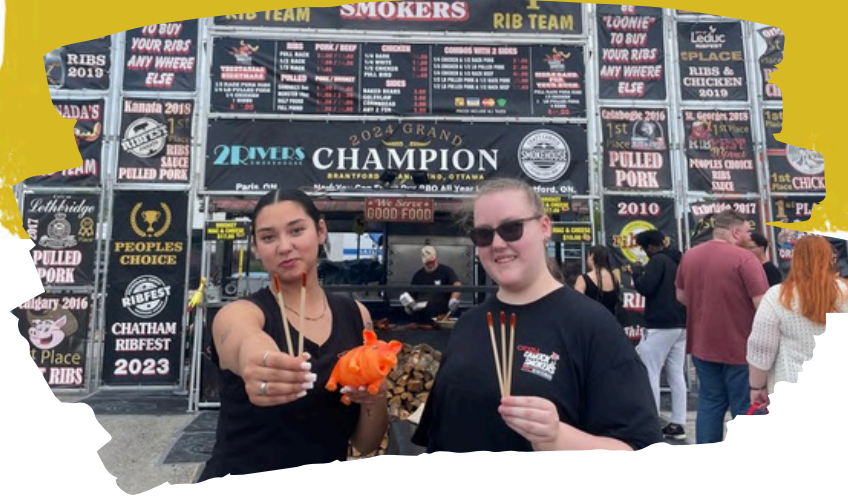
Benefit from media coverage before, during and after the event, ensuring enduring recognition for your sponsorship.

Live Marketing

A 3-day in-person event with thousands of visitors exposed to your brand, recognizing your support to the Oakville community and local charitable causes. Your company will be highlighted at EVERY marketing opportunity!

Volunteer Partnership

Volunteers are the lifeblood of large events like the Oakville Family Ribfest. Companies that help by providing volunteers will be recognized as volunteer partners.

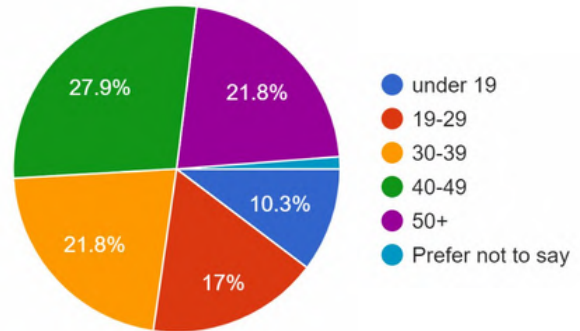


WHO ATTENDS?

Daytime: Families with 2 or more children under 16

Evening: Adult couples (18-54 yrs) and singles (18-49 yrs) post - 8pm

Most event participants live in Oakville, Burlington, Mississauga, Etobicoke and Milton.



Our Formula To Success

**35,000
Guests!**

+










**300
Volunteers**

+

**50
Sponsors**

= 100% Net Proceeds To Local Charities

A Rack of Reasons to Love Oakville Family Ribfest

-  Award-winning Ribbers
-  A diverse array of food vendors catering to every palate
-  Beer Tent - entire licensed grounds
-  Live performances on stage throughout the event
-  Children's PlayZone
-  Artisan and Vendor Marketplace
-  Exclusive VIP hospitality tent for sponsors
-  Sustainability stations located throughout Ribfest
-  Convenience: bicycle parking, bank machine and shuttles from all parking lots



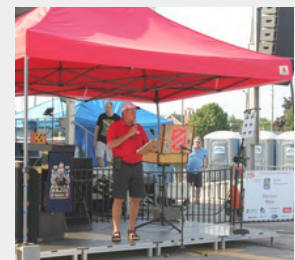
THE RIBFEST EXPERIENCE

With so many exciting activities for children and adults, delicious food, and entertainment available, there's something for everyone at Ribfest. There are many opportunities for your brand to be seen by attendees!

World Class Ribbers



Special Performances




Interactive Activities



SPONSORSHIP LEVELS & BENEFITS



The Oakville Family Ribfest Sponsorship Committee will closely work with you to develop a program that meets your budget and objectives. Our sponsors are important stakeholders, and we value your participation. We are committed to mutual collaboration.

	OAKVILLE FAMILY RIBFEST SPONSORSHIP LEVELS					
	Presenting	Platinum	Gold	Silver	Bronze	Nickel
Amount	\$25,000	\$15,000	\$10,000	\$5,000	\$3,000	\$1,500
Rib Dinners	60	40	30	20	8	6
Access to VIP Tent	✓	✓	✓	✓	✓	✓
Onsite Space during Ribfest - tent not included	✓	✓	✓	✓	Can be included at cost	
Onsite Sponsorship Signage at Ribfest	✓	✓	✓	✓	✓	✓
Website Acknowledgement (Logo & Link)	✓	✓	✓	✓	✓	✓
Social Media Recognition	✓	✓	✓	✓	✓	✓
Logo Recognition at our Community Events	✓	✓	✓	✓		
Opportunity to Distribute Approved Items	✓	✓	✓	✓		
Inclusion in Press Release Promotions	✓	✓	✓	✓		

Exclusively for Presenting and Platinum

Participation in Opening Ceremonies	✓	✓
Stage Banner and Road Signs	✓	
Name in Title - "Presented by:"	✓	

Donations of \$500 and more are welcome as Friends of Oakville Family Ribfest and gain exclusive access to the VIP hospitality tent.



Sponsor Level	Amount
Presenting	\$25,000

Sponsorship Level Includes:

- 60 Rib Dinners
- Access to VIP Tent
- Onsite Space During Ribfest (Tent Not Included)
- Onsite Sponsorship Signage at Ribfest
- Website Acknowledgement (Logo & Link)
- Social Media Recognition
- Logo Recognition at our Community Events
- Opportunity to Distribute Approved Items
- Inclusion in Press Release Promotions
- Area Name in Title "Presented By:"
- Participation in Opening Ceremonies
- Stage Banner & Road Signs
- Name in Title "Presented By:"



Sponsor Level	Amount
Platinum	\$15,000

Sponsorship Level Includes:

- 40 Rib Dinners
- Access to VIP Tent
- Onsite Space During Ribfest (Tent Not Included)
- Onsite Sponsorship Signage at Ribfest
- Website Acknowledgement (Logo & Link)
- Social Media Recognition
- Logo Recognition at our Community Events
- Opportunity to Distribute Approved Items
- Inclusion in Press Release Promotions
- Participation in Opening Ceremonies



Sponsor Level	Amount
Gold	\$10,000

Sponsorship Level Includes:

- 30 Rib Dinners
- Access to VIP Tent
- Onsite Space During Ribfest (Tent Not Included)
- Onsite Sponsorship Signage at Ribfest
- Website Acknowledgement (Logo & Link)
- Social Media Recognition
- Logo Recognition at our Community Events
- Opportunity to Distribute Approved Items
- Inclusion in Press Release Promotions



Sponsor Level	Amount
Silver	\$5,000

Sponsorship Level Includes:

- 20 Rib Dinners
- Access to VIP Tent
- Onsite Space During Ribfest (Tent Not Included)
- Onsite Sponsorship Signage at Ribfest
- Website Acknowledgement (Logo & Link)
- Social Media Recognition
- Logo Recognition at our Community Events
- Opportunity to Distribute Approved Items
- Inclusion in Press Release Promotions



Sponsor Level	Amount
Bronze	\$3,000

Sponsorship Level Includes:

- 8 Rib Dinners
- Access to VIP Tent
- Onsite Space During Ribfest (Tent & Space Can Be Arranged at Cost)
- Onsite Sponsorship Signage at Ribfest
- Website Acknowledgement (Logo & Link)
- Social Media Recognition



Sponsor Level	Amount
Nickel	\$1,500

Sponsorship Level Includes:

- 6 Rib Dinners
- Access to VIP Tent
- Onsite Space During Ribfest (Tent & Space Can Be Arranged at Cost)
- Onsite Sponsorship Signage at Ribfest
- Website Acknowledgement (Logo & Link)
- Social Media Recognition



THANK YOU TO OUR 2025 SPONSORS!



SUPPORTED ORGANIZATIONS



Organizations That We Have Supported Through Our Fundraising

Rotary and Lions Clubs are volunteer organizations built on the value of “Service Above Self.” Since 2012, money raised from Ribfest has gone directly to support local organizations and programs such as:

Adults in Motion	Arthouse	Bandology
Debra Canada	Diabetes Canada D-Camps	ErinoakKids
Food for Life	Halton Environment Network	Home Suite Hope
ILC / EDS Foundation	Kerr Street Mission	Lions Foundation of Canada Dog Guides
Madd Canada	March of Dimes Housing	Oak Park Neighbourhood Centre
Oakville Fareshare Food Bank	Oakville Meals on Wheels	Oakville Rotary Education Awards
Safetynet Children and Youth Charities	Salvation Army	Shifra Homes
Support House	Tempus Chorus Society	United Way of Hamilton Halton

100% Net Proceeds Are Donated To Local Charities





WE HOPE YOU ARE INTERESTED IN PARTICIPATING!

THANK YOU!

Contact Us

For more information on sponsorship opportunities, pricing, and benefits, please get in touch with us at:

- Website www.oakvillefamilyribfest.com
- Email sponsors@oakvillefamilyribfest.com
- Phone 289-813-5540
- Address PO Box 52104 Oakville, ON L6J 5N5

Proudly Presented By:



Marketing Provided By:



- Oakville Family Ribfest
- oakvilleribfest
- OakvilleRibfest

June 26-28, 2026

Sheridan's Trafalgar Campus
1430 Trafalgar Rd, Oakville, ON L6H 2L1